FIG. 1

100

102 — BUSINESS AGENT/CUSTOMER AUDIO/VIDEO INTERACTIONS

INTERACTIONS DATA FLOW 104

106 — INTERACTION ANALYSIS & FEEDBACK

110 — DATA BASE

FEEDBACK 108

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FIG. 2

FIG. 3

300

COMMUNICATION   NETWORK

312

CUSTOMER 302

306

328

326

DEVICE 304

330

AGENT 320

C

Ag

FIG. 4

400

GEOGRAPHIC AREA 2

DATA BASE 409

INTERACTION ANALYSIS & FEEDBACK 408

404

INTERACTIONS DATA FLOW 410

FEEDBACK 412

BUSINESS AGENT/CUSTOMER AUDIO/VIDEO INTERACTIONS 406

GEOGRAPHIC AREA 1

402

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FIG. 5

Title: AUDIO/VIDEO SERVICE QUALITY ANALYSIS OF
CUSTOMER/AGENT INTERACTION
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Express Mail No.: ET 437871117 US
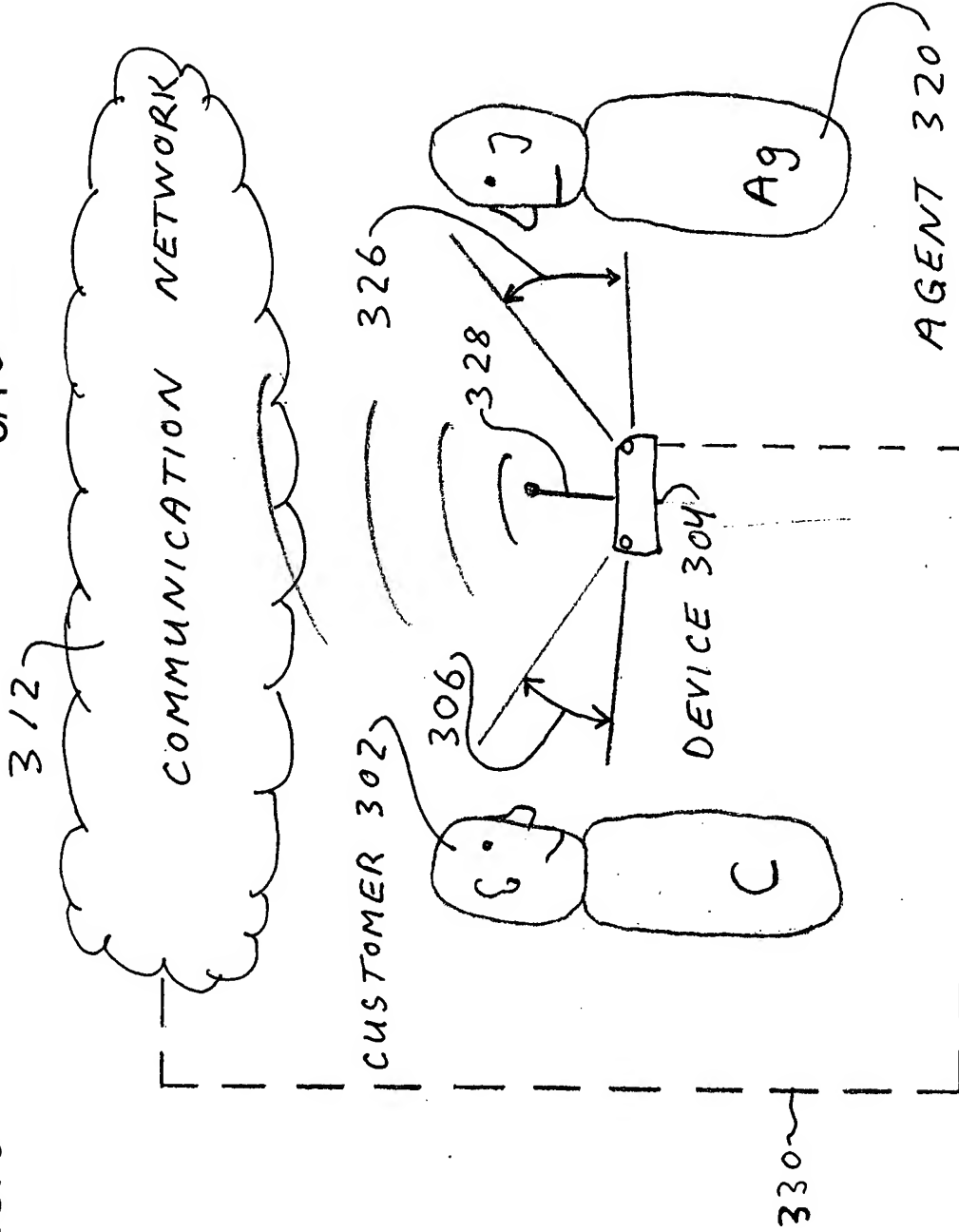Filing Date: November 25, 2003
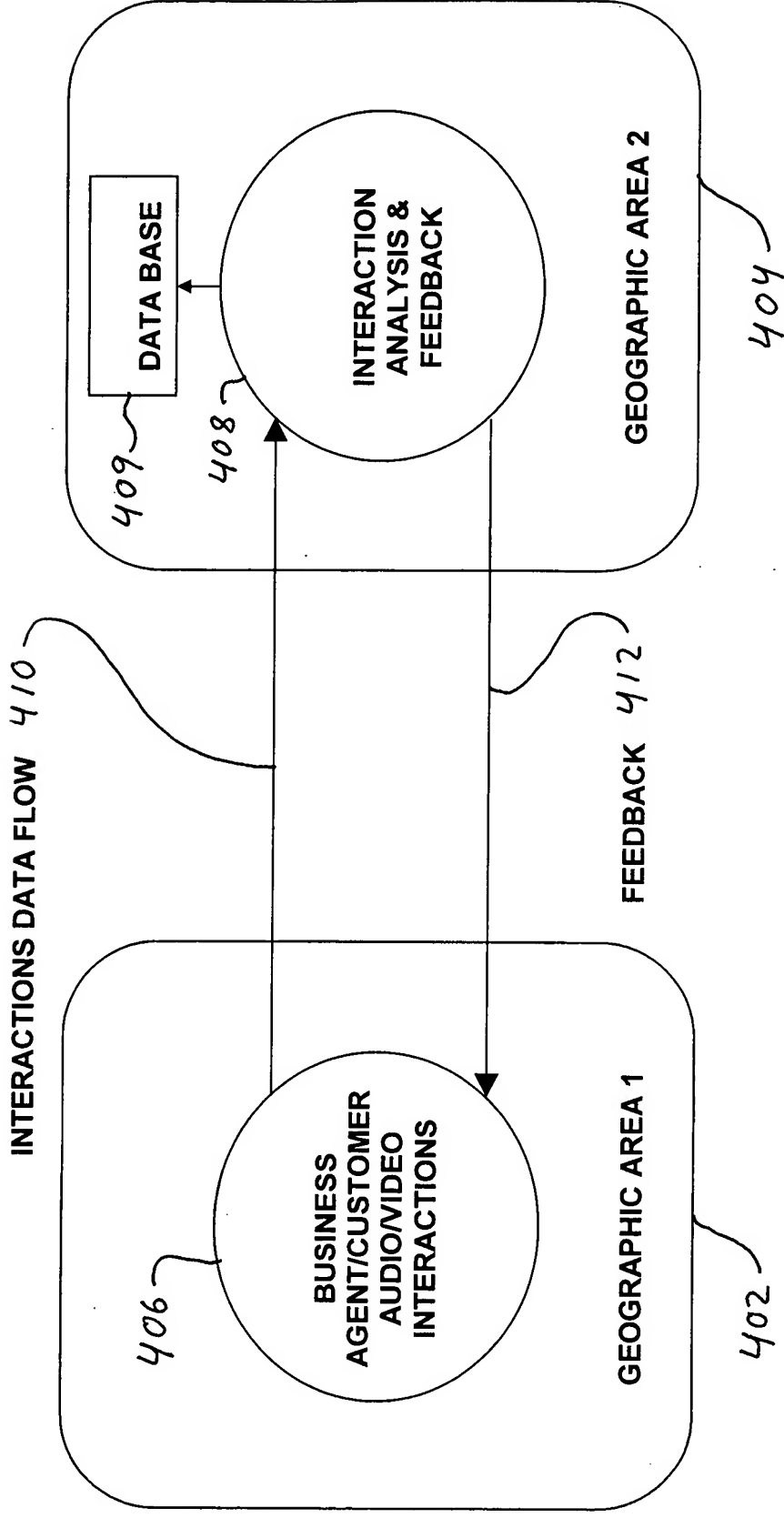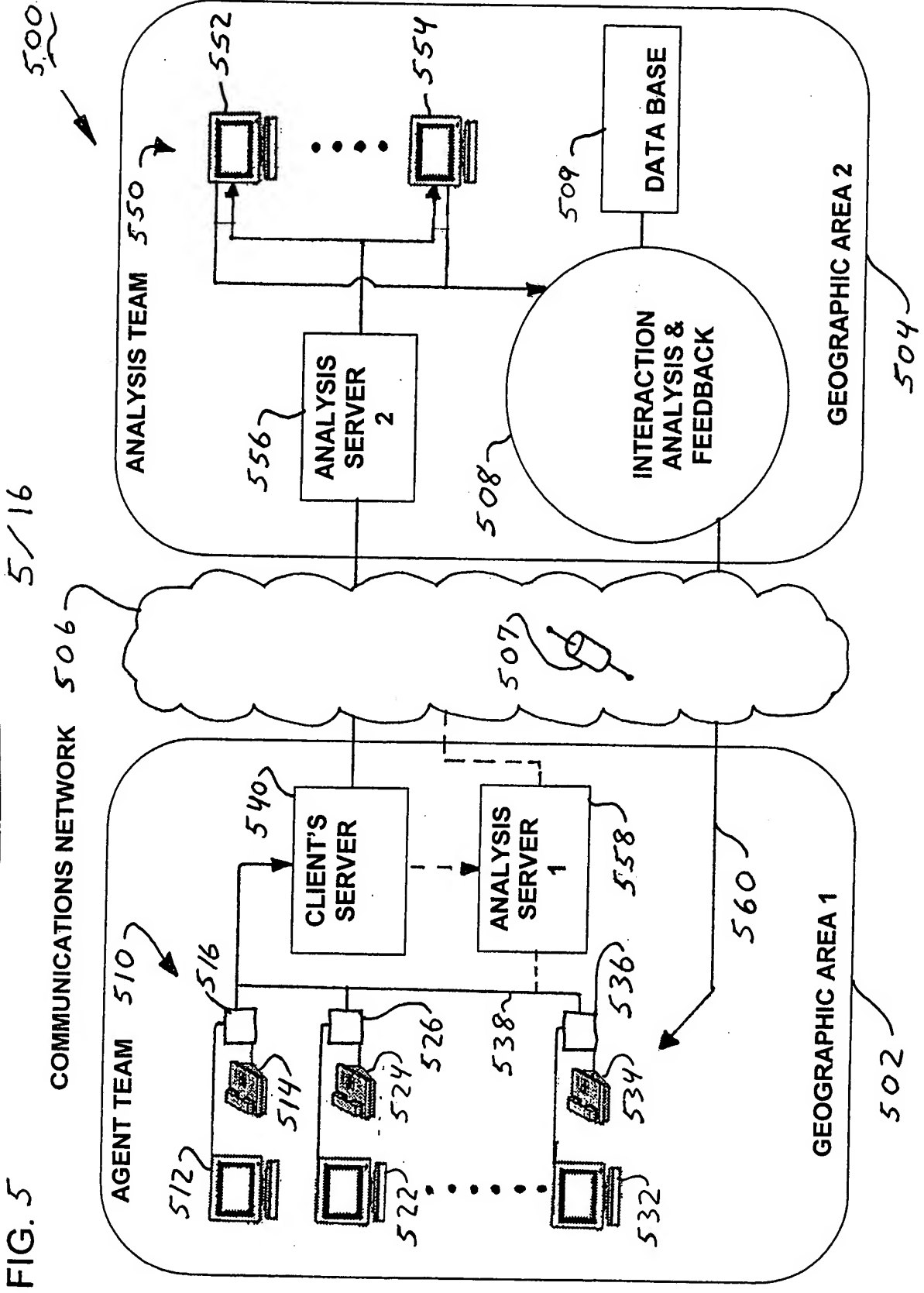Page 6 of 16

FIG. 6   6/16

600

SCORING PARAMETERS

602

Moving forward all the UK RMA's will be shipped from the fulfillment center in France......Moving forward all the .....

Customer Service Competencies

Interaction Opening ———————————————— 604

- Used Proper Greeting.   Score:_____ 606
- Asked for Transaction ID.   Score:_____ 608
- Verified the Customer's Information.   Score:_____ 610
- Appeared upbeat and happy to be seeing
  the customer.   Score:_____ 612

Comments:_____ 614

Interaction Visual Aspects ———————————— 616

- Clothing was appropriate and appeared neat.   Score:____
- Posture was acceptable (sat up and didn't
  Slouch).   Score:____
- Appeared empathetic (facial expressions were
  acceptable).   Score:____

Comments:_____

Sales Presentation ————————————————— 618

- Sales presentation was appropriate for the
  circumstance.   Score:____
- Agent didn't appear overbearing or intimidating. Score:____

Comments:_____

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FIG. 7   7/16   700

Customer Service Skills (Appearance, Accent, and Voice) — 702

-
  - Used good grammar, avoids slang or jargon.   Score:____
  - Rate of Speech mirrored that of customer.   Score:____
  - Hold courtesies were followed.   Score:____
  - Appeared and sounded confident, friendly, and
    polite.   Score:____
  - Set customer's expectations, used empathy if
    necessary escalated to a supervisor if
    necessary.   Score:____

Comments:_____

Interaction Closing — 704

- Offered additional products.   Score:____
- Used proper closing script.   Score:____

Comments:_____

Knowledge, Accuracy and Resolution — 706

- Demonstrate knowledge of the product process. Score:____
- Credit card authorization process followed.   Score:____
- Offered alternate products; add on sales.   Score:____
- Accurate and concise information was given to
  the customer.   Score:____

Comments:_____

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FIG. 8   8/16

800

Interaction Management ~802

- Controlled interaction pace efficiently and length of interaction was appropriate to request.   Score:____
- Controlled interaction tone and length.   Score:____

Comments:_____

Sales ~804

- Identified sales opportunities.   Score:____
- Suggested alternate compatible products in exchange for return.   Score:____

Comments:_____
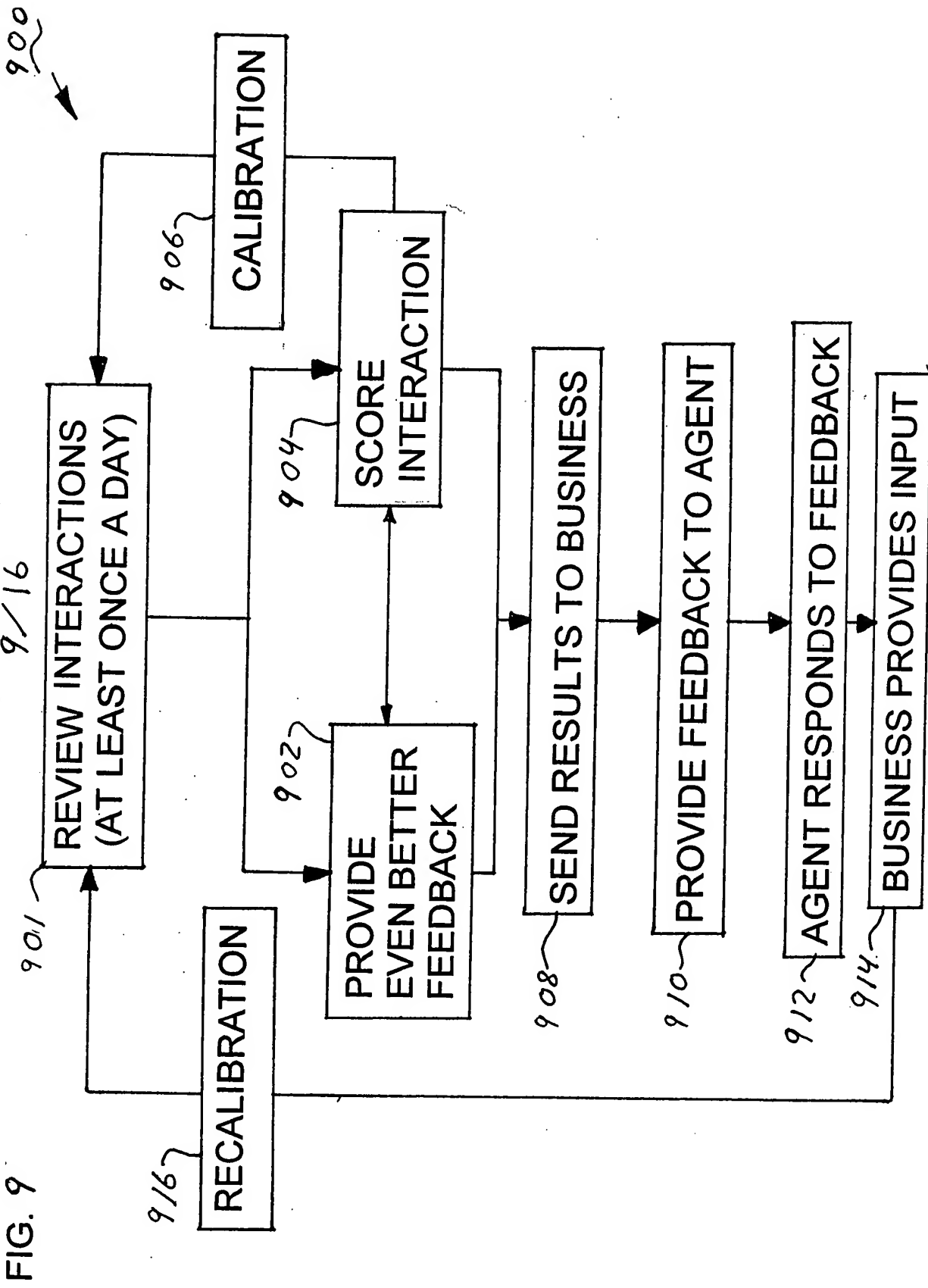
806
```
Comments Summary:



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808
```
Even Better Tips:



```

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FIG. 9

900

CALIBRATION 906

REVIEW INTERACTIONS
(AT LEAST ONCE A DAY) 916

901

SCORE
INTERACTION 904

PROVIDE
EVEN BETTER
FEEDBACK 902

RECALIBRATION 916

SEND RESULTS TO BUSINESS 908

PROVIDE FEEDBACK TO AGENT 910

AGENT RESPONDS TO FEEDBACK 912

BUSINESS PROVIDES INPUT 914

FIG. 10

10/16

FIG. 11

1100

	CLIENT CALIBRATION	INTERNAL CALIBRATION	ATS	QUALITY AUDIT
ANALYST TRAINING (2 Weeks)	–	–	–	–
WEEK 1	1 Hour Daily	1 Hour Daily	1 Interaction/ Agent/ Day	20% Interaction Monitoring
WEEK 2	3 Hours Weekly	3 Hours Weekly	2 Interaction/ Agent/ Week	10% Interaction Monitoring
WEEK 3	2 Hours Weekly	2 Hours Weekly	1 Interaction/ Agent/ Week	5% Interaction Monitoring
Ongoing	2 Hours Weekly	2 Hours Weekly	1 Interaction/ Agent/ Week	5% Interaction Monitoring

1112   1114   1116   1118   1120

1102   1104   1106   1108   1110

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FIG. 12

12 / 16

1200

1204

CALIBRATION

1202

ANALYST EVALUATION

1212

CLIENT AGENT CONSOLE

1214

CLIENT SUPERVISOR CONSOLE

1216

CLIENT MANAGER & EXECUTIVE CONSOLE

1206

ANALYST CONSOLE

1208

ANALYST SUPERVISOR CONSOLE

1210

SUBJECT MATTER EXPERT/ MANAGEMENT CONSOLE

FIG. 13

1300

COMMUNICATIONS NETWORK 1306

ANALYSIS TEAM 1350

1352

1354

1356 SWITCH

INTERACTION
ANALYSIS &
FEEDBACK

1360

DATA BASE

1362

GEOGRAPHIC AREA 2

1304

1307

AGENT TEAM 1310

1338 CONFERENCER

AGENT
FEEDBACK

1370

1316

1312

1314

1326

1324

1322

1336

1334

1332

GEOGRAPHIC AREA 1

1302

FIG. 14

14/16

1400

INTERACTION ORIGINATES IN 1ST GEOGRAPHIC AREA — 1402

REVIEW INTERACTION IN 2ND GEOGRPAHIC AREA — 1404

CALIBRATION — 1410

SCORE INTERACTIONS — 1408

RECALIBRATION — 1418

PROVIDE EVEN BETTER FEEDBACK — 1406

SEND RESULTS TO BUSINESS — 1412

RECEIVE FEEDBACK FROM AGENT — 1414

BUSINESS PROVIDES INPUT — 1416

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FIG. 15   1500

1502
AGENT APPLIES TO BUSINESS

1504
AGENT APPLICANT TAKES TEST FOR JOB

1506
INTERVIEW AGENT APPLICANT

1508
DECISION
HIRE AGENT

1510
TRAIN AGENT

1512
DAILY AGENT MONITORING
(1X-4X OR MORE)

ON-GOING SCORING OF AGENT

TRAINING

EVEN BETTER FEEDBACK

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FIG. 16

ACTIVITY PER AGENT	EXISTING AGENT PERFORMANCE	ENHANCED AGENT PERFORMANCE	% CHANGE ±
CALLS PER DAY	62	62	0
UP-SELL RATE	8.0%	8.8%	10%
Avg UP-SELL $	$25	$28	10%
# of UP-SELLS	4.96	5.46	10%
UP-SELL REVENUE	$124.00	$150.04	21%

REVENUE IMPROVEMENT = $26.04 ~1610

MARGIN IMPROVEMENT (50%) = $13.02 ~1612

AVERAGE ANALYST COST PER DAY = $1.50 ~1614

ROI (PER DAY) (($13.02-$1.50)/$1.50)X100 = 768% ~1616